

# John Simmons

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## — Work —

### **Quicken Loans** — *Data Analytics Developer*

August 2016 - Present

Part strategist, part developer; I am responsible for maintaining Quicken Loans' web analytics tools (Adobe Analytics, Google Analytics, DTM/Launch, mParticle, Qualtrics, etc.).

### **Quicken Loans** — *UX Analyst*

May 2013 - August 2016

I provided insights on the relationship between user behavior and business analytics of Quicken Loans' client facing web products.

### **University of Michigan Library** — *UX Intern*

January 2013 - May 2013

As an intern I helped prototype and test new layouts, and manage website content for library's many web domains.

### **University of Michigan Library** — *Technology Assistant*

August 2012 - December 2013

Library technologists functioned as drop in tech-support staff that helped patrons use Photoshop, install drivers, build websites, and everything in-between.

### **Schawk** — *Production Artist*

August 2011 - August 2012

More of a builder than a designer; I prepared digital art files for printing for clients such as Pepsi, Mars, and other high profile companies.

## — School —

### **University of Michigan** — *MS Information*

December 2013

The focus of my coursework at UMSI was user experience methodology, behavioral psychology, and web development.

### **Western Michigan University** — *BS Imaging*

May 2010

The Imaging program at WMU focused on the business and technical aspects commercial printing.